

TOKYO 2000

WHAT IS CLAIMED IS:

1. An image recording apparatus including image sensing means for sensing an object and means for embedding predetermined data in image data obtained by the image sensing, comprising:
 - means for setting a first item for defining a mode for the image sensing; and
 - means for setting a second item for defining a mode for the embedding on the basis of the first item,
- 10 wherein said image sensing means senses an object on the basis of the first item, and
said embedding means executes the embedding on the basis of the second item.
2. An image recording apparatus including image sensing means for sensing an object and means for embedding predetermined data in image data obtained by the image sensing, comprising:
 - means for setting a third item for defining a mode for the embedding; and
 - 20 means for setting a fourth item for defining a mode for the image sensing on the basis of the third item,
wherein said image sensing means senses an object on the basis of the fourth item, and
 - 25 said embedding means executes the embedding on the basis of the third item.
3. The apparatus according to claim 1, wherein the

- first or fourth item defines values associated with an exposure time and aperture of said apparatus.
4. The apparatus according to claim 1, wherein the first or fourth item defines a value associated with a
5 continuous-exposure frame count of said apparatus.
5. The apparatus according to claim 1, wherein the first or fourth item defines a value associated with image quality of a sensed image.
6. The apparatus according to claim 1, wherein the
10 first or fourth item defines a value associated with sensitivity with respect to an amount of light received.
7. The apparatus according to claim 1, wherein the second or third item defines a type of watermarking represented by the predetermined data to be embedded.
- 15 8. The apparatus according to claim 1, wherein the second or third item defines a value associated with an embedding strength of the predetermined data.
9. The apparatus according to claim 1, wherein the second or third item defines a type of the predetermined
20 data to be embedded.
10. An image recording method including the image sensing step of sensing an object and the step of embedding predetermined data in image data obtained by the image sensing, comprising:
- 25 the step of setting a first item for defining a mode for the image sensing; and
the step of setting a second item for defining a

- mode for the embedding on the basis of the first item,
wherein the image sensing step comprises sensing
an object on the basis of the first item, and
the embedding step comprises executing the
embedding on the basis of the second item.
11. An image recording method including the image
sensing step of sensing an object and the step of
embedding predetermined data in image data obtained by
the image sensing, comprising:
- 10 the step of setting a third item for defining a
mode for the embedding; and
 the step of setting a fourth item for defining a
mode for the image sensing on the basis of the third
item,
- 15 wherein the image sensing step comprises sensing
an object on the basis of the fourth item, and
the embedding step comprises executing the
embedding on the basis of the third item.
12. The method according to claim 10, wherein the
20 first or fourth item defines values associated with an
exposure time and aperture of said image recording
apparatus.
13. The method according to claim 10, wherein the
first or fourth item defines a value associated with a
25 continuous-exposure frame count of said image recording
apparatus.
14. The method according to claim 10, wherein the

first or fourth item defines a value associated with image quality of a sensed image.

15. The method according to claim 10, wherein the first or fourth item defines a value associated with 5 sensitivity with respect to an amount of light received.

16. The method according to claim 10, wherein the second or third item defines a type of watermarking represented by the predetermined data to be embedded.

17. The method according to claim 10, wherein the 10 second or third item defines a value associated with an embedding strength of the predetermined data.

18. The method according to claim 10, wherein the second or third item defines a type of the predetermined data to be embedded.

15 19. A computer-readable memory storing a code for executing the image sensing step of sensing an object and a code for executing the step of embedding predetermined data in image data obtained by the image sensing, comprising:

20 a code for executing the step of setting a first item for defining a mode for the image sensing; and a code for executing the step of setting a second item for defining a mode for the embedding on the basis of the first item,

25 wherein the code for executing the image sensing step comprises sensing an object on the basis of the first item, and

the code for executing the embedding step comprises executing the embedding on the basis of the second item.

20. A computer-readable memory storing a code for
5 executing the image sensing step of sensing an object and a code for executing the step of embedding predetermined data in image data obtained by the image sensing, comprising:

a code for executing the step of setting a third
10 item for defining a mode for the embedding; and
a code for executing the step of setting a fourth item for defining a mode for the image sensing on the basis of the third item,

wherein the code for executing the image sensing
15 step comprises sensing an object on the basis of the fourth item, and

the code for executing the embedding step comprises executing the embedding on the basis of the third item.

20. 21. An image recording apparatus having image sensing means, comprising:

selection means for selecting one of a plurality of image sensing modes;

embedding means for embedding information as a
25 watermark in an image;

determination means for determining, in accordance with the image sensing mode selected by said selection

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- means, whether to activate said embedding means; and
control means for, when said determination means
determines that the information is to be embedded,
performing control to activate said embedding means to
5 embed the information in the image data sensed by said
image sensing means.
22. The apparatus according to claim 21, wherein the
information includes information specifying a user name,
image sensing date, and image recording apparatus.
- 10 23. The apparatus according to claim 21, wherein
said embedding means comprises first embedding
means for embedding information as a visible watermark
in an image, and second embedding means for embedding
information as an invisible watermark in an image, and
15 said determination means comprises means for
determining one of said first and second embedding means
when embedding is to be performed.
24. The apparatus according to claim 21, wherein
said embedding means comprises first embedding
20 means for embedding information with priority given to
image quality of an image in which the information is to
be embedded, and second embedding means for embedding
information with priority given to robustness of the
information to be embedded, and
25 means for determining one of said first and second
embedding means when information is to be embedded.
25. The apparatus according to claim 21, wherein

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 said embedding means comprises first embedding
means for embedding information as a visible watermark
in an image, second embedding means for embedding
information as an invisible watermark in an image with
5 priority given to image quality of the image in which
the information is to be embedded, and third embedding
means for embedding information as an invisible
watermark in an image with priority given to robustness
of the information to be embedded, and

10 said determination means comprises means for
determining one of said first to third embedding means
when embedding is to be performed.

26. The apparatus according to claim 21, wherein said
determination means determines, in accordance with image
15 quality set when a sensed image is stored in a
predetermined storage medium, whether to perform
embedding.

27. A control method for an image recording apparatus
having image sensing means, comprising:

20 the selection step of selecting one of a plurality
of image sensing modes;

 the embedding step of embedding information as a
watermark in an image;

 the determination step of determining, in
25 accordance with the image sensing mode selected in the
selection step, whether to activate the embedding step;
and

the control step of, when it is determined in the determination step that the information is to be embedded, performing control to activate the embedding step to embed the information in the image data sensed
5 in the image sensing step.

FILED: 2003 SEP 26 2003